



2002 New Jersey College Tobacco Survey

A Statewide Report
October 2003



James E. McGreevey
Governor



Clifton R. Lacy, M.D.
Commissioner

Acknowledgments

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The 2002 New Jersey College Tobacco Survey was completed by

Diane Abatemarco, PhD, MSW, Project Director
Cristine Delnevo, PhD, MPH
M. Jane Lewis, DrPH
Megan Brown, MPH
Edmond S. Malka, MPH
Shyamala Muthurajah, MPH
Spiro Yulis, MHS

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Executive Summary

The New Jersey College Tobacco Survey (NJCTS) was designed to collect data on tobacco use, behaviors, and attitudes from students enrolled at four-year colleges in New Jersey. As such, the purpose of this report is to present New Jersey college students' knowledge, attitudes, and behaviors related to tobacco use and restrictive smoking policies. The results of the NJCTS will help to improve tobacco control programs and activities targeted at New Jersey's college populations.

A summary of the survey's key findings is presented below.

Use of Tobacco Products

- Among college students in New Jersey, 62.0% reported having ever tried a tobacco product including cigarettes, cigars, kreteks, bidis, and/or smokeless tobacco.
- The mean age for having first smoked a cigarette (i.e., even 1 or 2 puffs) was 15.2 years.
- Overall, 22.4% of New Jersey college students reported currently using some form of tobacco, defined as using tobacco on one or more days in the 30 days preceding the survey.
- 17.8% of college students reported being current cigarette smokers (i.e., past 30 days).

Smoking Cessation

- The majority of current smokers (58.9%) reported wanting to stop smoking cigarettes.
- 75.4% of current smokers reported being "very sure or somewhat sure" that they could quit smoking for at least one month.
- 45.7% of current smokers made a serious attempt to quit smoking in the previous 12 months (i.e., stopped smoking for 1 day or longer because they were trying to quit).
- Only 23.8% of New Jersey college students were aware of cessation programs on their campus.
- 42.6% of students reported ever having received health information about tobacco use from their college or university.

Environmental Tobacco Smoke

- Half of students (50.3%) reported currently living in a smoke-free residence.
- The majority of students (84.2%) said they never allowed anyone to smoke in their room.
- One out of three (33.0%) college students reported having been exposed to ETS inside where they lived during the 30 days preceding the survey.

Attitudes and Perceptions

- Almost one-third (30.2%) of college students believed that light cigarettes were less risky than regular cigarettes.
- Three-quarters of current smokers believed that smoking helped to relieve stress; more than two-thirds of smokers believed smoking made people more relaxed. Additionally, half (48.4%) of current smokers believed smoking was a good way to meet people.
- Even among nonsmokers, one-quarter believed that smoking helped to relieve stress and one-third felt smoking made people more relaxed.

Mass Media

- More than three-quarters of college students (79.6%) in New Jersey reported they had seen or heard an anti-tobacco advertisement during the six months prior to the survey.
- One-third of college students (32.6%) had seen or heard advertisements for NJ's Quitline or Quitnet.
- 42.1% of college students had seen or heard "Not For Sale" media messages.

Industry Marketing

- 42.6% of college students reported they had been in a bar, club, or restaurant where the napkins, ashtrays, matchbooks, or other products were labeled with a tobacco company logo.
- More than one quarter (29.3%) reported that they bought or received a product with a tobacco company brand name or picture on it.
- 9.5% reported they had attended a concert, cultural event, or nightclub entertainment sponsored by a tobacco company.

Introduction

A primary goal of the New Jersey Department of Health and Senior Service's (DHSS) Comprehensive Tobacco Control Program (CTCP) is to reduce disparities in tobacco use and effects among different population groups. In 2001, the rate of cigarette smoking was higher among 18 to 24 year olds (27.2%) than any other age group in New Jersey.¹ The smoking behavior of college students is a useful index of tobacco use among young adults.² National estimates are that roughly one quarter of young adults attend a four-year college.³ In New Jersey, four-year colleges and universities enroll more than 150,000 students.⁴ As such, college campuses provide a unique opportunity for tobacco prevention and cessation interventions that reach 18 to 24 year olds.

In 2001, DHSS expanded its statewide youth empowerment movement, REBEL (Reaching Everyone By Exposing Lies) to include college students. REBEL Official College Staff (ROCS) and REBEL U are New Jersey college students trained in group facilitation, action planning, media access, cultural competency, and tobacco industry knowledge. The ROCS provide support for the high school REBEL movement, as well as large statewide events, and offer technical assistance at the county level. Initiated on six college campuses in New Jersey, REBEL U aims to expand the REBEL tobacco prevention movement on college campuses by providing tobacco education, awareness, and/or cessation support groups on college campuses throughout the State.

Additionally, DHSS funded the New Jersey Higher Education Consortium to implement a social norms project intended to decrease rates of cigarette smoking among New Jersey's college students. Three demonstration sites conducted social norms media campaigns based on surveys of their campus communities. Print and radio campaigns and related activities were carried out on these campuses in spring 2001. Meanwhile, DHSS health officials issued a call-to-action in October 2001 to encourage college presidents to protect students from ETS exposure. Shortly thereafter, CTCP distributed "Get Off Your Butts" information kits for colleges to encourage students to quit smoking and increase students' awareness of New Jersey's Quit services.

Until now, there were no data available on smoking behavior using a random sample of New Jersey college students. Data on tobacco use behavior, knowledge, and attitudes of college students are essential to guide the development of interventions targeted at this population group. These data will be used to inform CTCP strategies targeted at college students and policy-making at the university level.

The University of Medicine and Dentistry of New Jersey (UMDNJ) – School of Public Health (SPH) developed the New Jersey College Tobacco Survey (NJCTS) to provide baseline measures to assess tobacco use behavior and campus tobacco policies among New Jersey colleges. The 2002 NJCTS was completed by 735 college students between October 2002 through January 2003 who attended five randomly sampled colleges. This report highlights current data on tobacco use behavior, knowledge, and attitudes among New Jersey college students and provides recommendations to improve interventions targeting students and their campus communities.

Sample Demographics

Table 1 lists the demographic characteristics of the study sample. A total of 735 students completed the survey between October 2002 and January 2003, yielding a response rate of 51.2%. Nearly all (97.8%) respondents were full-time students. The mean age of respondents was 20.5 years. As shown in Table 1, respondents were mostly white, female, and residents of New Jersey. Over half of respondents lived in campus housing. The majority of respondents reported a grade point average (GPA) of 3.0 or higher.

It is well known that gender and race/ethnicity are correlated with tobacco use.^{2,5} Specifically, females and non-whites are less likely to be current tobacco users. Given the higher proportion of female and Asian students in this sample, the statistical results presented in this report should not be generalized to all New Jersey college students. While these data are not representative of the state as a whole, the results do illustrate tobacco use patterns and trends among students at five colleges in New Jersey and these results can inform targeted interventions for similar populations.

Table 1. Demographic Characteristics of Respondents (n=735)

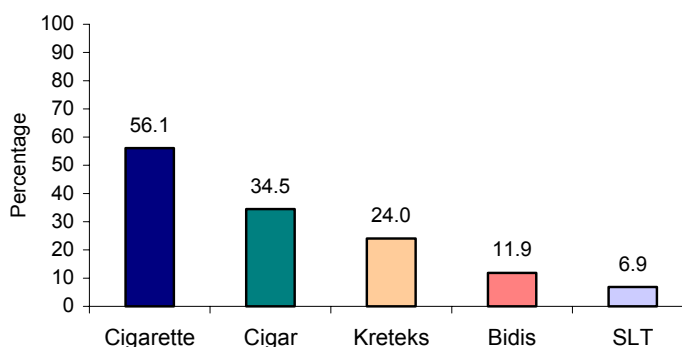
	(%)
Gender	
Male	43.0
Female	57.0
Race/Ethnicity	
White	56.4
Asian	17.4
Hispanic	11.0
Black	8.5
Other	6.7
Year in School	
Freshman	23.5
Sophomore	24.9
Junior	28.1
Senior	23.5
Resident Status	
Resident	84.0
Non-resident	16.0
Living arrangement	
On-campus	55.8
With parents	28.1
Off-campus	11.7
Other	4.4
GPA	
<2.0	2.0
2.0-2.9	25.0
3.0-3.9	70.8
4.0	2.3

Results

Ever Use of Tobacco Products

Among college students in New Jersey, 62.0% (± 3.5) reported having ever tried a tobacco product (cigarettes, cigars, kreteks, bidis, and/or smokeless tobacco). As shown in Figure 1, approximately 56.1% (± 3.6) of students reported having ever tried a cigarette (i.e., smoked even 1 or 2 puffs). One third (34.5 ± 3.5 %) of students reported having ever tried cigars. Roughly a quarter of students had ever tried kreteks (24.0 ± 3.1 %), also known as clove cigarettes. Fewer students reported having ever tried bidis (11.9% ± 2.4 %) or smokeless tobacco (SLT) (6.9% ± 1.8 %).

Figure 1. Percentage of college students who ever tried tobacco, by tobacco product - NJCTS, 2002



Ever use of cigarettes was similar among male students (55.9 ± 5.6 %) and female students (56.3 ± 4.8 %). However, male students were significantly more likely than female students to have ever tried cigars, kreteks, bidis, and SLT. While there were no racial differences in the rates of ever cigarette use, white college students were significantly more likely to have ever tried cigars and kreteks relative to black students or Asian students. Additionally, year in school was positively associated with having ever tried a cigar. Seniors (43.8 ± 7.5 %) were more likely to report having ever tried a cigar as compared to freshmen (29.6 ± 6.9 %) and sophomores (27.0 ± 6.5 %). Rates of ever use for all tobacco products by gender, race, and year in school are presented in Appendix A-Table 1.

Age of Initiation

Students were asked how old they were the first time they smoked a cigarette, even one or two puffs. Among current smokers, 80.5% (± 7.0) tried their first cigarette before the age of 18. The mean age at which students tried their first cigarette was 15.2 years. However, 42.2% (± 10.6) of current smokers first started smoking *regularly* at age 18 or older.

Current Use of Tobacco Products

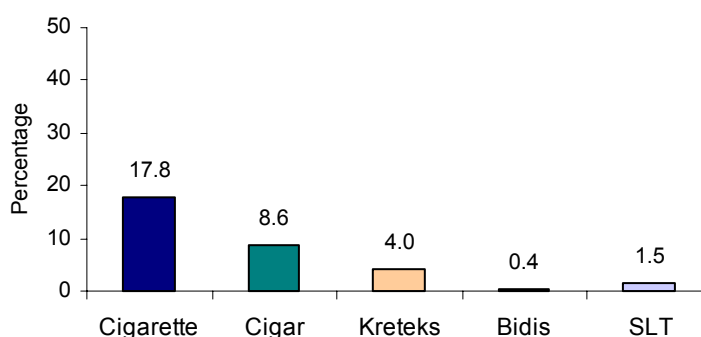
Current Use of Any Tobacco

Overall, 22.4% (± 3.0) of New Jersey college students reported using some form of tobacco in the 30 days preceding the survey (including cigarettes, cigars, smokeless tobacco, bidis, and/or kreteks). Male students ($29.3 \pm 5.1\%$) were significantly more likely to report current use of any tobacco than female students ($17.4 \pm 3.7\%$). Current use of any tobacco did not significantly differ by race or school year. Rates of current use for all tobacco products by gender, race/ethnicity, and year in school are presented in Appendix A-Table 2.

Current Cigarette Use

Current use of cigarettes was defined as having smoked one or more days in the 30 days preceding the survey. Overall, 17.8% (± 2.8) of college students reported being current cigarette smokers (see Figure 2). Although the rate of current cigarette use was higher among males ($21.0 \pm 4.5\%$) than females ($15.7 \pm 3.5\%$), this difference was not statistically significant. There were also no statistically significant differences found by race or year in school.

Figure 2. Percentage of college students who currently used tobacco, by tobacco product - NJCTS, 2002



Current Cigar Use

Overall, 8.6% (± 2.0) of college students reported smoking a cigar in the 30 days preceding the survey. Most notably, there were differences in current cigar use by gender. Males ($15.2 \pm 4.0\%$) were significantly more likely than females ($3.6 \pm 1.8\%$) to have smoked a cigar in the past 30 days. The rate of current cigar use did not differ significantly by race/ethnicity or year in school.

Current Kretek Use

As seen in Figure 2, kreteks were the third most common form of tobacco product, after cigarettes and cigars. Overall, 4.0% (± 1.4) of students reported smoking kreteks in the 30 days preceding the survey. No significant gender or racial/ethnic differences were detected among college students. However, it is worth noting that no black students reported current use of kreteks, whereas the rates for kretek use among other racial/ethnic groups ranged from 3.8% to 5.0%.

Current Bidi Use

In New Jersey, 0.4% (± 0.5) of college students reported having used bidis in the past thirty days. No differences in current bidi use were found by gender, race/ethnicity, or year in school. Current use of bidis was non-existent among white students as well as students in their freshmen and sophomore years.

Current Smokeless Tobacco Use

Overall, 1.5% (± 0.9) of college students in New Jersey reported current use of smokeless tobacco or tobacco packets (e.g., Revel or Exalt). Male students ($2.6 \pm 1.8\%$) were significantly more likely than females ($0.7 \pm 0.8\%$) to report current use of SLT or tobacco packets. There were no significant differences in the current use of SLT by race/ethnicity or year in school. However, no freshmen reported currently using SLT.

Profile of a Smoking College Student

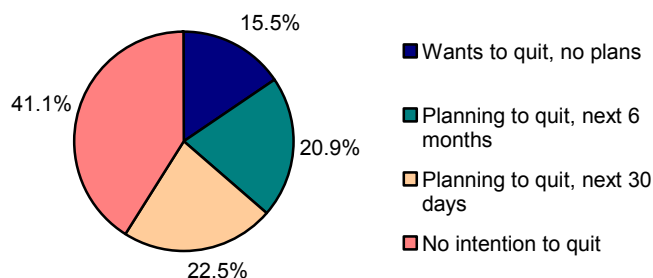
Among current smokers, three-quarters ($76.0 \pm 7.4\%$) reported buying their own cigarettes. Less than half of current smokers ($41.9 \pm 8.5\%$) reported carrying a pack of cigarettes with them on a daily basis. Marlboro ($38.8 \pm 8.4\%$) was the most popular brand among current smokers, followed by Parliament ($20.2 \pm 6.9\%$) and Camel ($17.8 \pm 6.6\%$). About three-quarters (73.6%) of current smokers usually smoked light cigarettes. Among current smokers, $89.2\% (\pm 5.4)$ indicated that at least one of their four closest friends smoked cigarettes. The proportion is dramatically lower among nonsmoking students ($48.4 \pm 4.1\%$).

Smoking Cessation

Intention to Quit

Current smokers were asked about their desire to stop smoking cigarettes. The majority of smokers (58.9 \pm 8.5%) reported wanting to stop smoking cigarettes. As seen in Figure 3, many smokers reported making plans to quit. Among current smokers who want quit, 22.5% (\pm 7.2) planned to quit in the next 30 days while 20.9% (\pm 7.0) of smokers indicated planning to quit in the next six months. Additionally, 15.5% (\pm 6.3) wanted to quit but had made no plans. Intention to quit did not differ significantly by gender, race/ethnicity, or year in school.

Figure 3. Readiness to quit among current smokers who want to quit - NJCTS, 2002

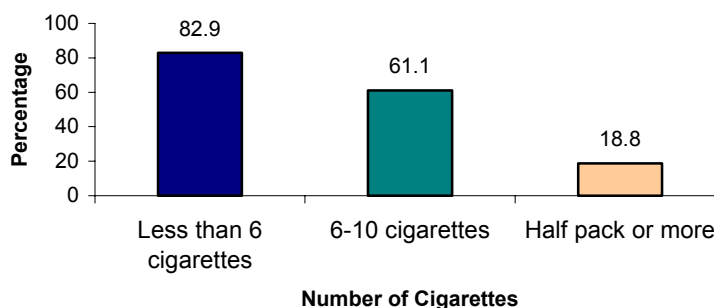


Self-efficacy

To measure students' confidence in being successful at quitting smoking, or self-efficacy, all current smokers were asked how sure they were that they could stop smoking for at least one month. Overall, 75.4% (\pm 7.5) reported being "very sure or somewhat sure" that they could quit smoking for at least a month. Differences by gender, race/ethnicity, and year in school were not detected.

Self-efficacy among current smokers who reported wanting to quit was strongly associated with how "heavy" they smoked. As shown in Figure 4, 82% (\pm 11.5) of current smokers who smoked less than six cigarettes per day believed that they could quit for at least a month. However, among heavier smokers who smoked half pack or more on the days they smoked, a much smaller percentage of current smokers thought they could succeed at quitting for at least one month.

Figure 4. Self-efficacy among current college smokers who want to quit, by number of cigarettes smoked per day - NJCTS, 2002



Many smokers indicated a high level of nicotine dependence.

Forty percent of current smokers reported having their first cigarette less than two hours after waking.

Quit Attempts

Roughly half ($45.7 \pm 8.6\%$) of current smokers made an attempt to quit smoking in the 12 months preceding the survey. While statistically significant differences were difficult to detect among such small subgroups, it is of interest to note that Hispanic ($61.5 \pm 26.5\%$) and black ($66.7 \pm 37.7\%$) smokers had a higher proportion of quit attempts compared to white ($43.6 \pm 11.0\%$) and Asian ($37.0 \pm 18.2\%$) smokers. The rates of quit attempts were similar by gender and year in school.

Cessation Support

Students were asked whether they were aware of any cessation counseling or quit programs at their schools. Roughly one quarter of all students ($23.8 \pm 3.1\%$) were aware of cessation programs on campus. Black students ($16.3\% \pm 9.3\%$) less often reported being aware of campus programs compared to white ($23.3 \pm 4.1\%$), Hispanic ($24.7 \pm 9.6\%$) or Asian ($29.6 \pm 8.0\%$) students. However, these differences were not statistically significant.

When students were asked whether they had ever received any health information on tobacco use from their college or university, 42.6% (± 3.9) confirmed receiving such information. Fewer white students ($37.5 \pm 4.7\%$) reported receiving information on tobacco relative to black ($52.5 \pm 12.5\%$), Hispanic ($57.5 \pm 10.8\%$), or Asian ($45.2 \pm 8.7\%$) students. Again, these differences were not statistically significant. Awareness of cessation programs and receipt of health information related to tobacco were similar by gender and year in school.

Environmental Tobacco Smoke

Campus Policies

Students were asked whether they were aware of smoking restriction policies at their college or university. Sixty-two percent ($62.2 \pm 3.5\%$) said that they were aware of campus smoking policies. Of those students who were aware of a campus policy, roughly half ($54.7 \pm 3.6\%$) reported that smoking was not permitted where they lived. More than one quarter ($29.2 \pm 3.3\%$) reported that smoking was restricted to designated places and 12.4% (± 2.4) reported that smoking was allowed anywhere or there were no rules about smoking where they lived.

Students were also asked about their attitudes toward restrictive smoking policies. On campus, 70.2% (± 3.3) of students thought that smoking should be allowed in some areas while 24.2% (± 3.1) believed it should not be allowed at all. A smaller percentage of students ($4.5 \pm 1.5\%$) felt that smoking should be allowed in all areas of campus.

In-room Policies

When asked if they allowed smoking in their rooms, the majority of students ($84.2 \pm 2.7\%$) reported that they never allowed anyone to smoke in the room. Students were also asked if they would like to live in a smoke-free residence. Half of students ($50.3 \pm 3.7\%$) reported currently living in a smoke-free residence. Twelve percent of students said they would like to but no smoke-free residences were currently offered; 10.0% ($\pm 2.2\%$) said they would like to but not in the smoke-free residences that their schools currently offered.

Self-reported ETS Exposure

Overall, one out of three ($33.0 \pm 3.4\%$) college students reported having been exposed to ETS inside where they lived during the 30 days preceding the survey. However, among current smokers, 70.1% (± 8.0) reported exposure to ETS where they lived.

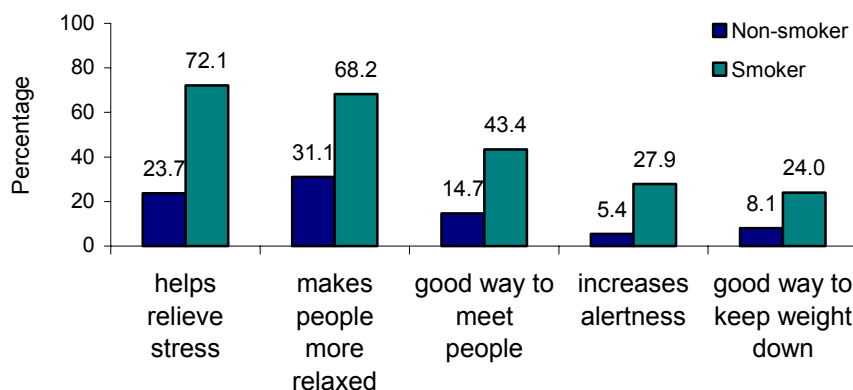
Attitudes and Perceptions

The survey also identified students' perceptions about who was to blame for the health problems faced by smokers. Half ($47.1 \pm 6.8\%$) of all college students believed that both smokers and the tobacco companies were equally to blame for these health problems. More than a quarter ($30.2 \pm 7.9\%$) of students believed that smokers were mostly or completely to blame. Fewer students ($11.6 \pm 5.5\%$) felt that tobacco companies were mostly or completely to blame.

Students were asked about their perceptions about light cigarettes. More than half ($58.3 \pm 3.6\%$) of college students believed that light cigarettes presented the same risk as regular cigarettes. Almost one third ($30.2 \pm 3.4\%$) believed that light cigarettes were less risky than regular cigarettes. The remaining students thought light cigarettes were more risky than regular cigarettes or were unsure about the risk.

Students were asked a myriad of questions that examined perceptions as to why some people smoked. Figure 5 presents perceived benefits of smoking among smokers and nonsmokers. Not surprisingly, current smokers were significantly more likely than nonsmokers to agree with all the statements describing perceived benefits of smoking.

Figure 5. Perceived benefits of smoking among college students, by smoking status - NJCTS, 2002



As shown in Figure 5, nearly three-quarters of current smokers believed that smoking helped to relieve stress and almost one-quarter of nonsmoking college students also agreed with this statement. Along those lines, over two-thirds of smokers and nearly one-third of nonsmokers felt smoking made people more relaxed. Over 40% of current smokers believed smoking was a good way to meet people. Additionally, nearly a third of smokers felt that smoking increased alertness and one quarter felt the habit was a good way to keep weight down.

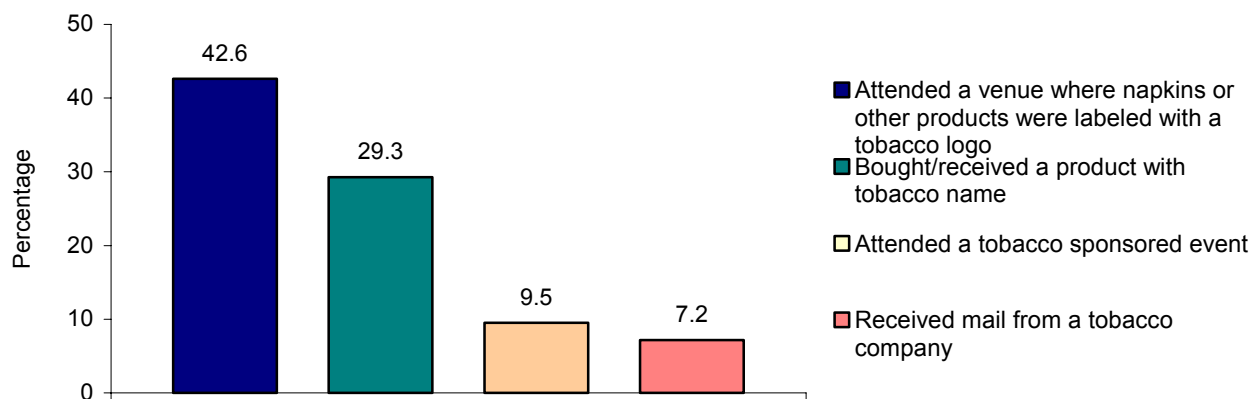
Anti-tobacco Media Messages

When students were asked whether they had seen or heard anti-tobacco advertisements, 79.6% (± 2.9) of college students reported they had. Almost one third (32.6 $\pm 3.4\%$) of college students reported that they had seen or heard NJ Quitline or NJ Quitnet messages either on TV, radio, or billboards. Additionally, 42.1% (± 3.6) reported having seen or heard "Tell Big Tobacco, Not For Sale" messages on TV, radio, or billboards. There was very little variation in awareness of anti-tobacco media messages by smoking status.

Industry Marketing

Students were asked to indicate their awareness or participation in various tobacco industry promotional activities. Among all college students, 42.6% (± 3.6) reported they had been in a bar, club, or restaurant where the napkins, ashtrays, matchbooks, or other products were labeled with a tobacco company logo (see Figure 6). More than a quarter (29.3 $\pm 3.3\%$) of students reported they had bought or received a product with a tobacco company name on it. Fewer students (9.5 $\pm 2.1\%$) reported having attended a concert, cultural event, or nightclub entertainment sponsored by a tobacco company. Additionally, 7.2% (± 1.9) of students had received direct mail from a tobacco company such as coupons, magazines or catalogs.

Figure 6. Percentage of college students who participated in tobacco industry promotional activities - NJCTS, 2002



Additionally, students were asked about the acceptability of certain promotional strategies. About half (48.6 $\pm 3.7\%$) of all college students felt that tobacco companies should *not* be permitted to sponsor sporting or cultural events. Roughly the same proportion (51.2 $\pm 3.7\%$) believed a tobacco company should *not* be allowed to offer clothing or equipment in exchange for coupons on cigarette packs.

Conclusions and Recommendations

The results of this study call attention to the broad use of tobacco among a substantial number of New Jersey college students. Although rates of tobacco use in this sample were lower compared to a national sample of college students², similar patterns of use emerged. Over 60% of college students in New Jersey had ever tried some form of tobacco and nearly one-quarter reported using tobacco within the past 30 days. Cigarettes accounted for most tobacco use but it was clear that students tried and used a variety of products including cigars, kreteks, bidis, and smokeless tobacco. The rate of ever use of tobacco increased with more years of exposure to college but rates of current use were generally similar across years in school. Roughly 20% of current smokers tried their first cigarette after the age 18. Apart from cigarettes, tobacco use rates were higher among men than women. Differences by race were difficult to detect but rates of tobacco use among blacks was generally lower than in whites, Hispanics, or Asians. However, there was a trend toward greater use of bidis among black college students, relative to other racial/ethnic groups. Nearly 60% of smokers expressed a desire to quit smoking and about half reported making a serious attempt to quit.

Several limitations must be addressed. A survey response rate of 60% or higher is desirable. The results of this study are limited by a low overall response rate (51.2%). And since non-respondents are generally more likely to be smokers than non-smokers,⁶ this could cause a bias in which the actual rate of smoking among college students is underestimated. Also, a tobacco-specific survey may even cause some smokers to deny their smoking behavior, particularly among those who smoke less often, thus underestimating the total number of smokers.⁷ Additionally, sample sizes among some population subgroups were not large enough to detect statistically significant differences. As such, results suggesting racial or gender differences must be interpreted with caution; these findings need confirmation in future research with larger samples.

Despite these limitations, the results of this study provide useful data for colleges that can help them to target interventions at students at greatest risk for using tobacco. Prevention and treatment efforts targeted at this group must interrupt the critical transition from occasional to regular smoking. Roughly 20% of New Jersey college students tried their first cigarette after the age of 18, when they were presumably in college, and over 40% first started smoking regularly at that time. College students are a good target for interventions that prevent the transition to regular smoking. Strategies to prevent and reduce smoking in this population must dispel the myth of smoking as a relaxation aid. The majority of current smokers want to quit smoking and about half of college smokers had made a serious attempt to quit. However, many smokers, and even non-smokers, believe that smoking relieves stress and makes people relaxed. Given the personal and academic pressures of college, students who inaccurately perceive smoking as tool to reduce stress will be hard pressed to give it up. Colleges and universities must inform students of, and offer, alternative, healthier choices for stress management. At the same time, smoking cessation programs must be available to every student. Cessation programs must be place before starting any prevention effort because prevention programs will increase demand for cessation. Roughly 40% of students reported ever receiving health information related to tobacco use from their colleges. Again, many college smokers want to quit. Yet, only one-third of all college students have ever heard of NJ Quitnet or NJ Quitline. Colleges and universities have a responsibility to educate and raise awareness about all substance abuse, including tobacco, among entering students. Intervening early, when students first arrive, may reduce the chance that students become addicted to a habit they simply believed would relieve stress.

Technical Notes

Instrument

College students were surveyed via the web using the 2002 New Jersey College Tobacco Survey (NJCTS) instrument. The web-based survey instrument was designed to meet specific needs of the CTCP. The NJCTS addressed the following content areas: demographics, tobacco use, environmental tobacco smoke, campus tobacco policies, perceptions about tobacco use by peers, cessation/stages of changes.

Sample

The 2002 NJCTS utilized a two-stage cluster sampling design to select the study participants. A sampling frame was constructed using the 2001 Fall Enrollment Data from the New Jersey Higher Education Commission. The first stage sampling frame consisted of three strata: NJ public colleges and universities; NJ large private colleges; and NJ small private colleges. Two colleges were randomly selected from each of the three strata, for a total of six colleges.¹ The second stage sampling consisted of randomly selecting 75 students per class year, for a total of 300 students from each selected college. All undergraduate students enrolled in the college were eligible to participate in the study.

Five out of six colleges agreed to participate, yielding a college participation rate of 83%. Based on the sampling design described above, a total of 1500 students were selected to participate in the study. Sixty-five students were later determined ineligible, leaving an eligible sample of 1435 students. The web-based survey was available to students between October 2002 and February 2003. Of the 1435 eligible students, 735 completed the survey for a student participation rate was of 51.2%.

Analysis

SAS Version 8.2 (SAS Institute, Cary, NC) was used to calculate point estimates. Differences between estimates were considered statistically significant at the $p = 0.05$ level if the 95% confidence intervals did not overlap.

¹ New Jersey community colleges, technical colleges, and small private colleges with <500 enrolled full time students were not included in the sampling frame.

Appendix

Table 1. Percentage of New Jersey college students who had ever used any tobacco product, by gender, race/ethnicity and year in school— New Jersey College Tobacco Survey, 2002

	Any % (95%CI)	Cigarette % (95%CI)	Cigar % (95%CI)	Kretek % (95%CI)	Bidis % (95%CI)	SLT % (95%CI)
Gender						
Male	66.6 ± 5.3	55.9 ± 5.6	50.0 ± 5.6	29.1 ± 5.1	17.2 ± 4.2	12.0 ± 3.6
Female	58.6 ± 4.8	56.3 ± 4.8	23.1 ± 4.1	20.3 ± 3.9	8.1 ± 2.6	3.2 ± 1.7
Race/Ethnicity						
White	64.1 ± 4.6	55.9 ± 4.8	40.4 ± 4.8	31.1 ± 4.5	12.3 ± 3.2	9.1 ± 2.8
Black	55.7 ± 12.5	52.5 ± 12.8	21.3 ± 10.3	6.6 ± 6.2	13.3 ± 8.6	3.3 ± 4.5
Hispanic	62.5 ± 10.6	56.4 ± 11.0	33.8 ± 10.4	16.7 ± 8.3	12.7 ± 7.3	6.3 ± 5.4
Asian	61.3 ± 8.6	60.8 ± 8.7	26.2 ± 7.8	17.2 ± 6.7	9.8 ± 5.3	3.3 ± 3.2
Year in School						
Freshman	55.9 ± 7.5	48.5 ± 7.6	29.6 ± 6.9	19.1 ± 5.9	11.3 ± 4.8	4.8 ± 3.2
Sophomore	58.1 ± 7.2	54.9 ± 7.4	27.0 ± 6.5	20.5 ± 6.0	10.2 ± 4.4	3.4 ± 2.6
Junior	64.0 ± 6.7	57.1 ± 6.9	36.2 ± 6.7	24.6 ± 6.0	13.6 ± 4.8	9.1 ± 4.0
Senior	68.6 ± 7.0	63.0 ± 7.4	43.8 ± 7.5	30.7 ± 7.0	12.5 ± 5.0	8.9 ± 4.3
Total	62.0 ± 3.5	56.1 ± 3.6	34.5 ± 3.5	24.0 ± 3.1	11.9 ± 2.4	6.9 ± 1.8

Table 2. Percentage of New Jersey college students who currently used any tobacco product, by gender, race/ethnicity and year in school— New Jersey College Tobacco Survey, 2002

	Any % (95%CI)	Cigarette % (95%CI)	Cigar % (95%CI)	Kretek % (95%CI)	Bidis % (95%CI)	SLT % (95%CI)
Gender						
Male	29.3 ± 5.1	21.0 ± 4.5	15.2 ± 4.0	4.9 ± 2.4	0.7 ± 0.9	2.6 ± 1.8
Female	17.4 ± 3.7	15.7 ± 3.5	3.6 ± 1.8	3.4 ± 1.8	0.3 ± 0.5	0.7 ± 0.8
Race/Ethnicity						
White	24.5 ± 4.2	19.1 ± 3.8	9.8 ± 2.9	4.9 ± 2.1	0.0* ± 0.0	1.2* ± 1.1
Black	16.4 ± 9.3	10.0 ± 7.6	8.2 ± 6.9	0.0* ± 0.0	1.6* ± 3.2	1.6* ± 3.2
Hispanic	21.3 ± 9.0	16.5 ± 8.2	6.3 ± 5.4	3.8 ± 4.2	1.3* ± 2.5	3.8* ± 4.2
Asian	24.0 ± 7.5	21.8 ± 7.3	8.9 ± 5.0	5.0 ± 3.9	0.8* ± 1.6	0.8* ± 1.6
Year in School						
Freshman	22.4 ± 6.3	17.9 ± 5.8	9.5 ± 4.4	3.6 ± 2.8	0.0* ± 0.0	0.0* ± 0.0
Sophomore	16.8 ± 5.5	14.0 ± 5.1	7.8 ± 3.9	3.9 ± 2.8	0.0* ± 0.0	1.1* ± 1.5
Junior	23.4 ± 5.9	18.0 ± 5.3	9.5 ± 4.1	4.0 ± 2.7	1.5* ± 1.7	2.5* ± 2.2
Senior	26.8 ± 6.7	21.6 ± 6.2	6.6 ± 3.8	4.2 ± 3.1	0.0* ± 0.0	2.4* ± 2.3
Total	22.4 ± 3.0	17.8 ± 2.8	8.6 ± 2.0	4.0 ± 1.4	0.4 ± 0.5	1.5 ± 0.9

*Caution should be used when interpreting these findings since the raw number of respondents is ≤5.

Glossary

Bidis: Small, brown, hand-rolled cigarettes primarily made in India and other Southeast Asian countries. Often flavored.

CTCP: The Comprehensive Tobacco Control Program is a program of the Division of Addiction Services, New Jersey Department of Health and Senior Services. Its mission is to decrease deaths, sickness, and disability among New Jersey residents who use tobacco or are exposed to environmental tobacco smoke.

Current use: Defined as the use of any tobacco product on one or more of the 30 days preceding the survey.

DHSS: Department of Health and Senior Services, State of New Jersey.

ETS: Environmental tobacco smoke is a mixture of the smoke given off by the burning end of a tobacco product (e.g. cigarettes, cigar, etc.) and the smoke expelled from the lungs of a smoker.

Ever use: Defined as ever trying a cigarette (or other tobacco product).

Kreteks: Cigarettes that contain a blend of cloves and tobacco, primarily made in Indonesia. Also known as clove cigarettes.

Quit attempt: Defined as any quit attempt lasting one day or longer (i.e., successes and failures) in the past 12 months.

SLT: Smokeless tobacco, also known as snuff or chew, or smokeless tobacco packets such as Revel or Exalt.

UMDNJ: The University of Medicine & Dentistry of New Jersey is the state's university of the health sciences and includes eight schools.

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Prepared by:



University of Medicine and Dentistry of
New Jersey– School of Public Health

Prepared for:



New Jersey Department
of Health and Senior Services